



News Release

For Immediate Release

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Utah Youth Invited to The TRUTH Awards Party May 21st at The Gateway

(Salt Lake City, UT) – More than 7,000 youth throughout Utah decided to “Step Right Up” and fight big tobacco with the 2004 Truth from Youth Anti-tobacco Advertising Contest. On May 21, everyone who entered the contest is invited to attend a free, carnival-themed celebration.

The contest celebration will be held from 3:30 to 7:30 p.m. on the Plaza at The Gateway, 90 South 400 West in Salt Lake City. The celebration will follow an awards ceremony and lunch at 1:00 p.m. at the Union Pacific Depot, where 49 invited winners and their parents will be honored. The event will feature jugglers, carnival food, face-painters, Sumo-Tyme games, local radio stations, and street performances by the Ghettosliders.

This is the seventh annual Truth from Youth Advertising Contest, presented by the Utah Department of Health (UDOH). Utah youth ages 5 to 18 entered the contest by creating anti-tobacco radio, TV or billboard ads. Forty-nine total winners will be recognized. Entries are grouped in elementary, junior and senior high school categories with cash prizes for first, second, and third place. Best of contest winners will also receive a cash award and have the opportunity to help produce their ads, which will air during the summer of 2004.

“One of the best ways to counter the tobacco industry's advertising dollars is to get your own message out there,” says Lena Dibble, media liaison for the UDOH’s Tobacco Prevention and Control Program. The 2004 contest produced 7,781 entries from students statewide, with 83 entries from Spanish-speaking students. Numerous multi-media presentations about the contest were given

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in classrooms throughout the state. “We’re delighted that so many youth have responded to the call to join in the fight against tobacco, Dibble added”

For more information about the awards ceremony call 1-801-256-4924 or visit the web site at www.youthagainsttobacco.com.

Editorial Note: Call Amanda Caraway at 801-531-0533 to set up interviews, or to acquire copies of this year’s winning entries. A press release containing the winners’ names, schools and city/county will be available at the ceremony.

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The mission of the Utah Department of Health is to protect the public’s health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.